

SENATE JOINT RESOLUTION 409

By Watson

A RESOLUTION to celebrate the 100th anniversary of the MoonPie.

WHEREAS, this General Assembly is pleased to pay tribute to a delicious snack that for 100 years has gratified the taste buds of the American South while making Chattanooga famous internationally; and

WHEREAS, the delectable MoonPie, the snack as big as the moon, is a perfect combination of marshmallow, graham cracker, and chocolate that has attained an unprecedented level of popularity around the globe; and

WHEREAS, Chattanooga Bakery began producing MoonPies in 1917 after a Kentucky coal miner requested a snack containing the three ingredients that was "as big as the moon"; and

WHEREAS, Chattanooga Bakery obliged, and even though the company produced over 100 items at the time, management knew that they had created something special; by 1929, the factory was producing hundreds of MoonPies each day, and a new Southern culinary icon had been established; and

WHEREAS, during World War II, many care packages for our brave soldiers serving overseas were filled with MoonPies, and they became a comfort food for the anxious public at home as well; the MoonPie is also a nostalgic favorite for Baby Boomers throughout the nation; and

WHEREAS, over the years, Chattanooga Bakery has expanded the product line to include MoonPies made with caramel, vanilla, and fruit-based flavorings such as strawberry, banana, and orange instead of chocolate, but the original is still the public's favorite; MoonPies are also available in double-decker and miniature versions; and

WHEREAS, in addition to locations throughout the South, MoonPies can be purchased today at MoonPie General Stores in Chattanooga, Pigeon Forge, Lynchburg, and Charleston, South Carolina, and at more than 600 Cracker Barrels in forty-two states; and

WHEREAS, in 2017, Chattanooga Bakery produces approximately one million MoonPies per day, and the MoonPie still holds a special place in the hearts of Southerners who treasure the scrumptious snack as a reminder of a simpler time in American history; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED TENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we join with the discerning citizens of Tennessee in celebrating the 100th anniversary of the MoonPie, the tasty treat that helped put Chattanooga on the map, thank the management and staff of Chattanooga Bakery for producing this appetizing snack, and extend to them our best wishes for much continued success during the next 100 years of MoonPies.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.